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International Kosher Market: Australia, Brazil, Canada, Mexico, United Kingdom

Opportunities for U.S. Exporters



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International Kosher Markets: Australia, Brazil, Canada, Mexico, and the United Kingdom

Introduction

Kosher foods represent a niche market that can be associated with any cuisine, including vegetarian food selections. Although much of the demand for kosher foods comes from the Jewish world, United States Department of Agriculture (USDA) research suggests that the market for kosher food products extends well beyond that group. For example, kosher foods find favor with vegetarians--who may have difficulty finding guaranteed meat-free foods, with consumers interested in upscale foods, and potentially with Muslims--who follow similar but not identical food preparation laws.

In many markets, increased market opportunities occur around the time of traditional Jewish holidays, a listing of which is shown in the table below:

Jewish Holidays in 2000 and 2001		
Holiday	2000	2001
Passover	Apr. 20 Thurs.	Apr. 8 Sun.
Shavuot	June 9 Fri.	May 28 Mon.
Rosh Hashana	Sep. 30 Sat.	Sep. 18 Tues.
Yom Kippur	Oct. 9 Mon.	Sep. 27 Thurs.
Sukkoth	Oct. 14 Sat.	Oct. 2 Tues.

Kosher foods must meet the complex and strict requirements of Jewish law. A rabbi supervises production and packaging operations, and certifies that the products meet all of the requirements. Production and packaging requirements go beyond the contents. For example, the products must neither have been made from nor come in contact with non-kosher ingredients. Meat and milk products may not be mixed in the same product, or produced using the same utensils. There is a further designation, "parve," which means that neither meat nor milk products are included in the commodity.

Kosher foods refer to the contents and production requirements, not necessarily to any specific cuisine. Jewish consumers adapt the local cuisine to fit the kosher requirements, although there are some foods that might be considered traditionally Jewish, such as matzoh. The strict labeling and product control requirements necessary to certify a food product as kosher may exceed local production and sanitary requirements in many areas of the world. This can broaden the market substantially beyond a religious or cultural group.

With a growing potential market of Jews and non-Jews alike, kosher products of all varieties offer an export niche market to savvy producers.



Kosher Foods

Market Brief for Australia

Summary

The Australian Jewish community is one of the largest in the Asian region. The bulk of the Jewish population in Australia lives in Melbourne (50,000) and Sydney (40,000), but smaller communities can be found throughout the country, mainly in the other state and territorial capital cities. Overall, the Melbourne community is more traditional than that of Sydney.

Jews were among the first convicts deported from the United Kingdom to Australia in the 18th century. By the 19th century, predominantly free settlers established a Jewish community. Several successive waves of immigration followed, primarily from Britain and Eastern Europe. The gold rushes of the 19th century were also a source of attraction for Jewish migrants to Australia.

In the late 1930's, Jewish refugees, mainly from Germany and Austria, found sanctuary in Australia and after the war, Australia admitted tens of thousands of Jewish emigrants. In the 1970's, Jewish emigrants arrived from the former Soviet Union, and Australia also became a favorite destination for Jewish emigrants from South Africa. There also is a small community of Asian and North African Jews.

In Melbourne, Sydney, and several other cities, there are mikvaot (Jewish ritual baths), and kosher butchers, bakers, and restaurants. Melbourne has two kosher hotels. Trade contacts estimate that about one-quarter of the Jewish community observes kosher laws. Batei din (rabbinical courts) are found in Melbourne and Sydney.

Kosher foods have good prospects in Australia. As the general population becomes more aware of the processes required for foods to be kosher certified, they may identify them as healthier and high-quality products.

Market Access

All large Australian supermarket chains carry kosher foods in their general lines, with packaged goods as the mainstays. One company--Coles--does carry some fresh meat products and bagels in some of its stores. Stores in areas of Sydney and Melbourne where the Jewish population is high frequently carry kosher products. These stores have special shelving for kosher products. Coles' buyers look for kosher products when they get requests from their stores, but all chains also rely on direct approaches from manufacturers or distributors. Australia produces only a small amount of kosher wine, with just two companies' products certified as kosher.

The New South Wales (NSW) Kashrut Authority, in conjunction with Melbourne Kashrut, publishes a **Kosher Products & Services Directory** that lists kosher-certified foods and brands. The NSW Kashrut Authority can be contacted at the following address:

The NSW Kashrut Authority
P.O. Box 206
Bondi, NSW 2026
Australia
Tel: (61-2) 9369-4286; Fax: (61-2) 9369-4329; Web site: www.ka.org.au

Products certified by one of the following endorsed kosher authorities in the United States and labeled with its kosher logo are acceptable in Australia, including:

The Union of Orthodox Jewish Congregations;
The Organized Kashrut Laboratories;
"K-of-K" Kosher Supervision;
"Star-K" Kosher Certification;

K'hal Adath Jeshurun (Breuer's); and
Beth Din Hameyuchud L'inyonei Kashrus of the Central Rabbinical
Congress.

Non-certified products would not be acceptable and cannot be authorized
here because the Kashrut Authority must witness the packing to certify the
product as kosher.

Kosher products are subject to the same labeling requirements as other
foods. Refer to "Food and Agricultural Import Regulations and
Standards" (FAIRS) report AS9033, available at the FAS web site at
www.fas.usda.gov for detailed information on Australia's labeling
regulations. Readers can download the report from the FAS web pages.
The Attache Reports search page can be found at the following Internet
address: [//www.fas.usda.gov/scripts/AttacheRep/attache_frm.id](http://www.fas.usda.gov/scripts/AttacheRep/attache_frm.id)

Australian Kosher Food Importers

Trialia Foods Australia Pty Ltd
P.O. Box 210
Port Melbourne, VIC 3207
Tel: 61-3-9646-2821
Fax: 61-3-9646-2955

Basil's Pty Ltd
P.O. Box 1054
Coorparoo DC, QLD 4151
Tel: 61-7-3398-4874/2932
Fax: 61-7-3395-3073

N&E Pacchini & Sons Pty Ltd
P.O. Box 6288
Wetherill Park, NSW 2164
Tel: 61-2-9725-5000
Fax: 61-2-9725-5094

Supermarket Chains

Woolworths Ltd
Locked Bag 11
PO Fairfield, NSW 2165
Tel: 61-2-9892-7111

Fax: 61-2-9892-7171

Coles Supermarkets
P.O. Box 480
Glen Iris, VIC 3146
Tel: 61-3-9829-5111
Fax: 61-3-9829-6787

Franklins Limited
P.O. Box 19
Greenacre, NSW 2190
Tel: 61-2-9722-1400
Fax: 61-2-9722-1733

Davids Ltd
46-48 Pyrmont Bridge Road
Pyrmont, NSW 2009
Tel: 61-2-9298-3222
Fax: 61-2-9298-3200



Kosher Foods

Market Brief for Brazil

Market Overview

Brazil's Jewish community is the seventh largest in the world and the second largest in South America, after Argentina, with an estimated population of approximately 140,000. Eighty percent of this community lives in the states of São Paulo and Rio de Janeiro. The remainder is found throughout the other major Brazilian cities, including Porto Alegre, Belo Horizonte, Curitiba, and some northern cities.

The first significant Jewish migration to Brazil took place in 1904 to the state of Rio Grande do Sul, the Southern Region of Brazil. Rio Grande do Sul now is the third largest Jewish community in the country. Later arrivals settled in the Southeast Region, many in the former capital, Rio de Janeiro. After the capital moved to Brasilia in the Center West Region, most of the Jewish community eventually moved to the State of São Paulo, which is the major business center in the country today. The size of the Jewish community has been stable in recent years and according to some religious leaders they do not expect it to grow significantly in the future.

Jewish Communities in Brazil	Estimated Population
São Paulo	90,000
Rio de Janeiro	20,000
Porto Alegre	12,000
Belo Horizonte	5,000
Curitiba	5,000
Other locations	8,000
Total	140,000
Source: The Israeli Congregation of the State of São Paulo and The Israeli Consulate, São Paulo	

The Brazilian Jewish community includes the Jewish descendants of North African, Turkish, Egyptian, Lebanese, and other Middle Eastern Jews, collectively known as Sephardic. Sephardic Jews are the largest group of Brazilian Jews, with about 2,500 families in the State of São Paulo alone. They are regular but not exclusive consumers of kosher foods.

A second, smaller group--the Ashkenazi Jews--are descendants of German, Polish, Russian, and other European Jews. The most observant members of this group consume only kosher foods. They account for 85 percent of kosher food consumers in the Jewish community.

Members of the Reform Jewish community in Brazil are of different ancestries. In general, they do not consume kosher foods on a regular basis, but do make purchases during traditional festival and holiday periods.

Orthodox Jews--of either Ashkenazic or Sephardic descent--are the main consumers of kosher foods. Non-Orthodox Jews may also follow the "kashrut" or kosher laws, either for religious or cultural tradition reasons. During certain Jewish celebrations, consumption of these products extends to the whole community.

The main religious events associated with an increase of kosher food consumption are Passover, Shavuot, Rosh Hashana, Yom Kippur, and Sukkoth. Although the dates of these holidays vary slightly from year to year, they always fall at the same general time. Importers, retailers, and the institutional market all handle kosher food in Brazil. However, estimating the total market size is difficult, since consumption is seasonal in nature, increasing during the Jewish holidays and remaining stable, but at a lower level, during non-holiday periods. Non-Jews account for a large but unknown percentage of kosher consumption. For example, other ethnic groups such as Lebanese, Syrians, some Seventh Day Adventists, and vegetarians are important markets for kosher products. Other consumers select kosher products for different reasons, including taste, cultural traditions, a reputation for high quality, or a perception of sanitary and quality assurance provided by the kosher certification.

Domestic Production of Kosher Products

Despite its small size, the kosher food sector has attracted some Brazilian food processors. Domestic producers see a clientele with high purchasing power and low price sensitivity.

Several local food processors manufacture kosher products, in separate production facilities from mainstream foods. Local manufacture requires specialized equipment that has been carefully cleaned, or “koshered,” to meet the kashrut requirements. In general, locally manufactured kosher products are more price competitive than imported kosher products. Both imported and domestic kosher products can be found at local supermarkets and independent stores. The first Brazilian company involved in domestic kosher food processing was "Braskosher," located in São Paulo.

Main local kosher products manufacturers are:

Knorr	soups, seasonings and spices
Toscano	vinegar
Damm	seasonings and spices
Alcyon	canned tuna and sardines

Bauducco	cookies
Bela Vista	cookies
Hellmann's	mayonnaise
Romanhola	pasta
Santa Cecilia	wines

The Beit Lubavitch Congregation in Rio de Janeiro maintains a web site, which informs the Jewish community about the availability of kosher products. Lists of kosher certified-products are updated periodically, and can be found at www.beitlubavitch.org.br

A few importers deal exclusively with kosher products. These companies have been in the market for several years; they have won the respect of Jewish organizations and entities (such as restaurants, catering services, supermarkets, etc.) and individuals. Some mainstream importers also import kosher food, particularly for Jewish holidays.

Certification Process

The Brazilian Orthodox Jewish community strictly observes kosher certification of foods. The community prefers certifications issued by the strictest rabbinate and relies upon the rabbi who certified the product.

Occasionally, disputes occur between certifying rabbis; a stricter rabbi might inspect and reject products certified by a less strict rabbi. Rejected products are deemed "non-kosher" and may not sell. In the past, entire batches have been rejected and importers have lost shipments.

All U.S. kosher certifications are accepted in Brazil. Acceptance of a particular certification varies with the individual consumer and with the various market segments. The "OU"—Union of Orthodox Jewish Congregations—is the most familiar among consumers. Strict supervision adds to the status of the product.

The September 1999 devaluation of the Brazilian currency, the real (US\$1 = R\$1.84), has caused a slight decline in imports and consumption of imported goods and increases in local prices. Food mixes and prepared

foods have been most affected. Local contacts believe that despite the devaluation of the real, there is still room for growth in the kosher import market. Kosher food is mostly consumed by a market segment with high purchasing power that is likely to maintain consumption patterns for religious reasons, making these consumers less price sensitive than the overall population. In addition, local kosher food production is limited, leaving consumers with little choice. Lack of variety is the most frequent complaint about kosher foods in the local Jewish community, whose members sometimes bring products back from trips to Israel or the United States.

Most imported kosher food products marketed in Brazil are sourced from the United States and Israel. According to importers, prices in Israel are lower and a larger variety of products can be found than in the United States. Imports from Israel often come through the United States (Brazilian importer from a U.S. supplier or distributor), since there is no import duty for such products entering the United States from Israel.

Based on the imported and domestic kosher products available, and according to local contacts, current kosher food consumer preferences include: fruit juice, red and white wines, sparkling wines and champagnes, gefilte fish, matzos for Passover, soups, fish balls, seasonings, ketchup, mustard, jellies, cookies, chocolates, gums, candies, canned tuna fish, mayonnaise, , and pie dough. The main U.S. kosher food brands marketed in Brazil are Manischewitz, Tampree, and Kedem. Brands imported from Israel are Osem and others.

According to local contacts, locally produced kosher wines are too sweet and the preferred kosher wines are from California. There are also said to be significant opportunities for exports of kosher champagne and dry red and white wines which are difficult to find in local markets. Other accepted alcoholic beverages are Tequila, light-colored rum, U.S. beer (especially light beers), and vodkas.

The local Jewish community adheres to the laws of kashrut when purchasing meat and meat products. Slaughter operations must be under the supervision of a rabbi and employ kosher-trained staff. Meats are supplied mainly by the local market, or imported from Argentina, due to its close proximity to Brazil. There is a significant Jewish community in Buenos Aires, guaranteeing a supply of appropriately prepared products. In addition, imports from Argentina have the advantage of being fresher, and have lower import duties because Argentina is Brazil's MERCOSUR partner.

Although kosher meat from the United States is preferred by some Jews because its preparation is considered well supervised, imports of U.S. meats are small. Local importers avoid purchasing perishable products from the United States, due to the lengthy shipping transit time (about 60 days) from order to arrival in stores. Rib steaks, rib roasts, and vacuum-packed meat are valuable kosher products that are not found in Brazil, and represent a potential market for U.S. exporters. Frozen and smoked cuts (including salami, pastrami, and corned beef), smoked salmon, beef bologna, and most types of frozen meats and dairy products (frozen whipped cream, butter and cheese) seem to have good acceptance by Brazilian kosher food consumers, and are potential export opportunities.

Retail and Institutional Sales

Development of the local kosher industry has led to increased competition at the retail and wholesale levels. The Brazilian Government has imposed new regulations for imports of food products, including label registration, plant registration, and import fees for each product to be imported, which must be paid by the Brazilian importer. (Please see Packaging and Labeling section below for more information.) These changes increase the cost of imports. As a result, some small importers now buy their products from major importers. The number of importers of kosher products is limited and mostly concentrated in the state of São Paulo. Usually, Brazilian kosher importers seek exclusive distribution rights from exporters. Trade reports indicated that changing importers may be difficult once a relationship is established.

U.S. kosher food exporters may find it difficult to sell large quantities, unless they educate their consumers by alerting non-kosher consumers to the quality and safety assurance provided by the kosher certification symbols. Contacts recommended consideration of such educational strategies.

Kosher foods and ingredients can be found at independent stores located near Jewish communities and in some kosher delicatessen shops, mainly in São Paulo, Rio de Janeiro, and Porto Alegre, in Rio Grande do Sul State. Kosher products are also sold at a few supermarket chains, in special kosher sections. One of the largest Brazilian supermarket chains, Pão de Açúcar, has a section for kosher food, and imports these products through an exclusive importer, who guarantees Pão de Açúcar the marketing rights to the products.

The institutional market in Brazil is growing, supplied mainly by a few kosher food producers located in São Paulo State, who also sell to airline companies, including United Airlines, American Airlines, Varig, and others; hospitals; and catering services known as "buffets."

Kosher restaurants and food service can be found at local Jewish schools, clubs, congregations, and Jewish athletic clubs. There are no firm figures for the number of kosher restaurants in Brazil, but the Jewish Congregation estimates there are 10-15 kosher food service organizations in Brazil. Kosher food is generally not included as a feature of specialized cuisines, because of limited availability of kosher ingredients and, as contacts say, because it has not proven cost-effective.

For information about kosher-certified restaurants, catering services, and hotels, a local Jewish Congregation maintains food service lists on its web site at www.beitlubavitch.org.br

Import Duties and Other Taxes

Brazil treats kosher food items as ordinary imports, for customs duty purposes. Below are some import duties assessed on frequently purchased food products.

Meats: bone in	13 %
Meats: deboned	15 %
Fish and seafood (fresh, chilled, and frozen)	13%
Canned seafood	19%
Gums	23%
Non-chocolate candies	23%
Chocolates	21%-23%
Baby foods	19%-23%
Cookies and biscuits	21%

Pastry	19%
Jellies, fruit and vegetable	17%
Juices	17%
Beer	23%
Wine	23%
Vodka	23%
Rum	23%

Brokerage expenses and other local taxes must be considered. The state value-added tax--Imposto sobre Mercadorias e Serviços or ICMS--which is currently 18 percent in São Paulo, must also be considered. Another tax is the industrialized products tax --Imposto sobre Produtos Industrializados or IPI--which is 15 percent. Importers report that storage costs at ports run about 25 to 27 percent of freight costs.

Shipping Recommendations

Kosher products should be shipped to Brazil well in advance of targeted holiday sales dates to clear Brazilian customs and enable brokerage and transportation processes to be completed in time for final distribution. Local importers report 60 to 70 days from ordering to availability for distribution is normal.

A new Brazilian Health Surveillance Agency was created by Decree # 3029/99. Published in April 1999, the decree established a matrix of user fees for companies and products produced in the domestic market, and for imported products. Most Brazilian importers consider these fees to be excessively high and are "lobbying" the government to reduce or eliminate them. These fees could shut out small- to medium-sized importers, and make it costly to register new products. A recent postponement now calls for implementation of the fees by March, 1, 2000. For more information on this Decree, please check GAIN Report 9619, available on the FAS web site at www.fas.usda.gov or contact the U.S. Agricultural Counselor's office in Brazil at the address below.

Packaging and Labeling

Retail packed foods from the United States and the European Union are accepted by Brazilian kosher food consumers. Small packs are preferred, due to the relative higher prices of imports.

According to the Brazilian Consumer Protection Law 8078 of September 1990, all food and beverages must give the consumer correct, precise, clear, and easily readable information about the product in Portuguese. The Brazilian importer is responsible for the label translation and registration.

Imports of wine, beer, and distilled spirits as well as animal-origin products (meats, seafood, and dairy products) must be made by a Brazilian company registered with the Brazilian Ministry of Agriculture, or MAA. All U.S. unprocessed products of plant origin (fresh fruits, nuts, bulk products, dry fruit, etc.) must be accompanied by a USDA/Animal and Plant Health Inspection Service (APHIS) /Plant Protection Quarantine (PPQ) Sanitary Certificate. Frozen fruits and vegetables do not need phytosanitary certificates.

Brazilian regulations require imported U.S. products such as beef, other meats, seafood, and dairy products to originate from a processing plant supervised by a federal agency of the U.S. Government, either USDA/Food Safety and Inspection Service (FSIS) (meat and poultry); USDA/Agricultural Marketing Service (AMS) (dairy); or United States Department of Commerce/National Marine Fisheries Service (USDOC/NMFS) (seafood); which is then registered with MAA. In the past, these registrations were handled by the USDA's Foreign Agricultural Service office at the U.S. Embassy in Brasilia. However, MAA is revising registration procedures, which are not yet public.

For more detailed information on label and plant registration and on Brazilian import policy and regulations, please check the "Food and Agricultural Import Regulations and Standards-FAIRS," Report BR 9625, available on the FAS home page at www.fas.usda.gov, or contact the U.S. Embassy in Brasilia at the address below.

Promotion

USDA contacts recommend that promotion of kosher imports be planned and carried out in partnership with local Jewish federations and congregations such as "Beit Chabad "and "Beit Lubavitch." Most of these organizations have Internet home pages, with sections on kosher food. Magazines whose main readers are Jews, such as "O Hebreu," are also excellent media for the promotion of consumer-ready products. These magazines usually publish ads on imported kosher wines, other beverages, and food products. Community leaders and importers encourage companies planning promotions to develop a relationship with local religious leaders, to which they attribute the success of products such as kosher Coca-Cola.

For information on these congregations and magazines, please see the next section of this report, Key Contacts.

Key Contacts

Brazilian Importers

Albee Comercial E Importadora
Ltda.
Alameda Ribeiro da Silva , 793
Campos Elieos
01217-010 São Paulo-SP
Tel: (55 11) 3661-3377
Fax: (55 11) 825-5271

Karis Imports
Rua Matteo Forte, 259
Lapa
05038-160 São Paulo-SP
Tel./Fax: (55 11) 861-4200

Casa Santa Luzia
Alameda Lorena, 1471
01424-001 São Paulo-SP
Tel: (55 11) 282-4949
Fax: (55 11) 280-0663
E-mail:
santaluzia@originet.com.br
Web: www.santaluzia.com.br

Casa Zilana
Rua Itambé, 506
01239-000 São Paulo-SP
Tel./Fax: (55 11) 257-8671

Gourmand Alimentos
Rua Funchal, 538-15th floor
Vila Olimpia
04551-060 São Paulo-SP
Tel: (55 11) 822-5050
Fax: (55 11) 829-5750
E-mail:
gourmand@totalwork.com.br

Cia. Brasileira De Distribuição
(Pão De Açúcar)
Rua Brigadeiro Luiz Antonio,
3126
01401-001 São Paulo-SP
Tel: (55 11) 886-0736
Fax: (55 11) 884-2677

Pick Importação, Exportação E
Comercio, Ltda.
Rua Afonso Brás, 644
04511-001 São Paulo-SP
Tel: (55 11) 820-8088
Fax: (55 11) 820-7455

Expand Importadora E
Exportadora Ltda.
Rod. Raposo Tavares, Km. 26½
Moinho Velho
Cotia
05577-900 São Paulo-SP
Tel: (55 11) 7922-0272
Fax: (55 11) 7922-0272 ext.223

Adimel Comercial E Importadora
Ltda.
Av. São Luiz, 112-13o andar
01046-906 São Paulo-SP
Tel: (55 11) 259-5499
Fax: (55 11) 259-5855

Franco Suissa Importadora E
Exportadora
Rua Machado Bittencourt, 392
04044-001 São Paulo-SP
Tel: (55 11) 549-7599
Fax: (55 11) 549-0305

Aurora Industrial E Comercial
Ltda
Rua Funchal, 449
04551-060 São Paulo-SP
Tel: (55 11) 820-2288
Fax: (55 11) 820-2735

Nassif
Av. das Américas, 4666, Lj.
M113
Barra Shopping
22642-970 Rio de Janeiro-RJ
Tel/FAX: (55 21) 431-9043

Shop Kosher
Rua Sorocaba, 631
Botafogo
22271-110 Rio de Janeiro-RJ
Tel: (55 21) 538-1584
Fax: (55 21) 539-6006

Kosher House
Rua Anita Garibaldi, 37-Loja A
Copacabana
22041-080 Rio de Janeiro-RJ
Tel./Fax: (55 21) 255-3891

Ginseng
Rua Marques de São Vicente,
124
Gavea Trade Center
Gavea
22451-040 Rio de Janeiro-RJ
Tel: (55 21) 511-5847
Fax: (55 21) 540-6494

Restaurants and Food Services ("Buffets")

Kosher Meal Restaurant
Rua da Consolação, 3679
São Paulo-SP
Tel: (55 11) 852-6473
Fax: (55 11) 3061-9897

Kosher Pizza & Restaurant
Rua Pe. João Manoel, 801
São Paulo-SP
Tel: (55 11) 0800-114-666

Beit Chinuch Restaurant
Rua Pe. João Manoel, 727
São Paulo-SP
Tel: (55 11) 280-5111

Kosher Center
Rua Prates, 599
São Paulo-SP
Tel: (55 11) 230-7200

Intercontinental Hotel
Alameda Santos, 1123
São Paulo-SP
Tel: (55 11) 3179-2611

Barilan School
Rua Pompeu Loreiro, 48
Copacabana
Rio de Janeiro-RJ
Tel: (55 21) 235-3110

Sheraton Hotel
Av. Niemayer, 121
Rio de Janeiro-RJ
Tel: (55 21) 274-1122

The Kosher Delli
Rua da Consolação, 3679
São Paulo-SP
Tel: (55 11) 3086-1058

Mazal Tov Buffet
Rua Peixoto Gomide, 1724
São Paulo-SP
Tel: (55 11) 883-7614/3064-5208

Buffet Mosaico
Rua Hungria, 1000
São Paulo-SP
Tel: (55 11) 818-8800

Buffet Charlot
Av. João Dias, 266
São Paulo-SP
Tel: (55 11) 523-7788

Buffet Menora

Rua Maranhão, 404
São Paulo-SP
Tel: (55 11) 825-3422 / 826-8883

Buffet França
Av. Angelica, 750/752
São Paulo-SP
Tel: (55 11) 3662-6111 / 3662-6222

Jewish Entities, Associations, and Congregations

Federação Israelita Do Estado De
São Paulo
(Israeli Federation of the State of
São Paulo)
Rua dos Pinheiros, 498-5o andar
Tel: (55 11) 280-0111
Fax: (55 11) 282-5785

Embassy of Israel
SES-Av. das Nações, Qd. 809-
Lote 38
70424-900 Brasília-DF
Tel: (55 61) 244-7675
Fax: (55 61) 244-6129

Consulate General of Israel
Av. Brigadeiro Faria Lima, 1713
01452-001 São Paulo-SP
Tel: (55 11) 815-7788
Fax: (55 11) 210-9233

Congregação Israelita Paulista
(Israele Congregation of the State
of São Paulo)
Rua Antonio Carlos, 633
01309-011 São Paulo-SP
Tel: (55 11) 256-7811
Fax: (55 11) 257-1446
Rabbi Henry Sobel

Confederação Israelita Do Brasil
(The Brazilian Israeli
Confederation)
Rua da Consolação, 22/23-8th
floor
01301-100 São Paulo-SP
Tel: (55 11) 258-8972
Fax: (55 11) 258-6094 *O Hebreu*
Magazine
Rua Cunha Gago, 158
05421-000 São Paulo-SP
Tel: (55 11) 870-1616
Fax: (55 11) 816-1324

Beit Lubavitch
Av. Visconde de Albuquerque,
685
Leblon
22450-001 Rio de Janeiro-RJ
Tel./Fax: (55 21) 294-3138
E-mail:
beuthner@openlink.com.br
Web:
www.BEITLUBAVITCH.org.br

Beit Chabad (State of São Paulo)
Rua Russia, 195
01448-040 São Paulo-SP
Tel./Fax: (55 11) 282-0576

Other States

Beit Chabad (State of Parana)
Rua Alferes Angelo Sampaio,
370
80250-120 Curitiba-PR
Tel: (55 41) 242-6414
Fax: (55 41) 244-8266

Beit Chabad (State of Rio Grande
do Sul)
Rua Schiller, 1055
90430-150 Porto Alegre-RS
Tel./Fax: (55 51) 335-1264
E-mail:
beit.chabad@jewishmail.com

Beit Chabad (State of Minas
Gerais)
Rua Timbiras, 501
30140-060 Belo Horizonte-MG
Tel: (55 31) 273-7772
Fax: (55 31) 261-7550
E-mail: chabad@globalsite.com.br

Beit Chabad (Brasília-D.F.)
SHIS QI 05-Conj.8-Casa 21
71615-080 Brasília-D.F.
Tel./Fax: (55 61) 248-3172
E-mail:
chabadbrasil@persocom.com.br

Beit Chabad (State of
Pernambuco)
Rua Jorge Couceiro da Costa
Eiras, 603
51021-300 Recife-PE
E-mail: bc Recife@elogica.com.br

Brazilian Government

Ministry of Agriculture and Food
Supply-MAA
Agriculture (Animal and Plant
Health, and Food Safety
Inspection) Defense Agency-SDA
Animal Origin Products Inspection
Service-DIPOA

Esplanada dos Ministérios, Bloco
D-Anexo A-sala 431

70043-900 Brasília-DF
Tel: (55 61) 218-2684

Fax: (55 61) 218-2672
Web: www.minag.gov.br

Ministry of Agriculture and Food Supply-MAA
International Commerce Department-DCI
Animal Origin Products Inspection Service-DIPOA
Esplanada dos Ministérios, Bloco D-Anexo A-sala
70043-900 Brasília-DF
Tel: (55 61) 218-2339
Fax: (55 61) 226-9850
Web: www.minag.gov.br

USDA/FAS Offices

Office of Agricultural Affairs-OAA
United States Embassy
SES-Av. das Nações-Quadra 801-Lote 03
70403-900 Brasília-DF
Tel: (55 61) 226-3159
Fax: (55 61) 226-6784
E-mail: AgBrasilia@fas.usda.gov
Agricultural Counselor-Mr. H. Finn Rudd

Agricultural Trade Office-ATO/SP
Alameda Santos, 2224
Edifício Suarez Trade, Conj. 11
01418-200 São Paulo-SP
Tel: (55 11) 282-3528
Fax: (55 11) 883-7535
E-mail: ATOSaoPaulo@fas.usda.gov
ATO Director-Mr. Marcus Lower



Kosher Foods

Market Brief for Canada

Summary

Canada's kosher food market is vibrant, but small in comparison with mainstream marketing. The most recent census data (1996) from Statistics Canada shows the number of Canadians who reported their religion as Jewish was 352,000. Current estimates are that there are slightly more than 400,000 Canadian Muslims, some of whom may purchase kosher foods.

Ninety percent of Canada's Jewish population lives in the country's four major metropolitan centers. Total Canadian packaged kosher food sales annually exceed an estimated C\$5.0 million. Successful exporters of U.S. kosher foods commonly deal directly with Canadian kosher food distributors and retailers.

A Nielsen Marketing Research survey of ethnic food sales in Canada conducted in 1993 showed that total sales of brand name products containing the word "kosher" as part of the brand name description at an estimated \$C1.1 million. However, since the term "kosher" represents a manner of food production, and is not always shown in the brand name,

the U.S. Agricultural Counselor in Ottawa estimates that total Canadian packaged kosher food sales currently exceed \$C5.0 million.

Regulation and Marketing

In the labeling, packaging, and advertising of a food, Canada's Food and Drug Regulations prohibit the use of the word "kosher," or any letter of the Hebrew alphabet, or any other word, expression, depiction, sign, symbol, mark, device or other representation that shows or that is likely to create an impression that the food is kosher, if the food does not meet the kashrut requirements.

Marketability of kosher products in Canada is enhanced if the products carry the symbols or labels approved by the local rabbinical authorities called Kashruth Councils. As with other specialty food markets, Canada's kosher food market is chiefly driven by a network of businesses within the community. Best approaches for U.S. exporters to assess the Canadian kosher food market is through direct contact with distributors and retailers and the various local rabbinical councils and Jewish information centers (lists attached). The Kashruth Council of Toronto has published a directory that lists the primary kosher food retailers in that city, to help consumers who purchase kosher-certified products. Additional information is available from the Kashruth Council of Toronto, telephone (416) 635-9550. In Montreal, the Jewish Business Network (JBN) is preparing a "Blue Book" telephone directory of Montreal's Jewish businesses that is scheduled to be published in the fall of 1999. Interested exporters may call the JBN directly at (514) 844-5654 for further information.

Kosher Food Production

The major kosher food items produced by food manufacturers in Canada are fresh meats, packaged meats, dairy products, bakery products, and fish (especially salmon). In addition, the various Kashruth Councils give the community lists of suitable "brand name" foods produced by Canada's mainstream food processors. Canada also has a few meat and poultry processors who provide "halal" meat for the Muslim community.

Besides retail sales of fresh and packaged kosher foods, there is a trend toward more kosher foods in the food service sector. Jewish communities in most major cities offer consumers a wide variety of combination

bakery/restaurants or delicatessen-style restaurants aimed at kosher food diners. In the Toronto area, several major hotels offer separate kosher kitchens for banquets and meetings. Other hotels, through special arrangement, will permit facilities to be used for kosher functions by a kosher caterer certified by the local rabbinical council.

Contact Information

Information Centers

Kashruth Council of Toronto
Rabbi Mordechai Levin, Director
4600 Bathurst Street, Suite 240
North York, Ontario M2R 3V2
Tel: (416) 635-9550
Fax: (416) 635-8760

Jewish Information Service for
Montreal
Suzanne Hersovitch
Tel: (514) 735-3541

Jewish Information Service for
Vancouver
Janet Kolof
Tel: (604) 257-5111

Winnipeg Jewish Community
Council
Tel: (204) 943-0406
Fax: (204) 956-0609

Selected Toronto Hotels with Kosher Kitchen Facilities

Inn on the Park
Tel: (416) 446-3328

Embassy Suites
Tel: (905) 470-8500

Park Plaza

Tel: (416) 924-5471

The Sheraton Center Hotel
Tel: (416) 361-1000
Le Parc
Tel: (416) 798-7246

Montecassino Suites Hotel
Tel: (416) 630-0303
Paradise Banquet Halls
Tel: (416) 661-6612

Regal Constellation Hotel
Tel: (416) 798-6426

Chain Stores Selling Kosher or Halal

Knob Hill Farms Ltd.
Scarborough, Ontario
Tel: (416) 751-2300

Fortinos Supermarket Ltd.
Hamilton, Ontario
Tel: (905) 389-9229

A&P of Canada Ltd.
Toronto, Ontario
Tel: (416) 239-7171

The Oshawa Group Ltd.

Etobicoke, Ontario
Tel: (416) 236-1971

Islamic Organizations

Canadian Office
The Islamic Society of North
America
Toronto, Ontario
Tel: (416) 977-2057

Selected List of Companies That Manufacture or Distribute Approved Kosher Products

Allied Food Distributors Inc.
Montreal
Contact: Mr. Allan Winikoff
Tel: (514) 735-4425
Fax: (514) 342-2123
Products: cookies, crackers,
packaged products, freeze dried
foods

Astro Dairy Products
Etobicoke, Ontario
Tel: (416) 622-2811

Atlantic Fish Specialties Ltd.
Charlottetown, PEI
Tel: (902) 894-7005

CanAmera Foods,
Toronto, Ontario
Tel: (905) 825-7900

Canbra Foods
Lethbridge, Alberta
Tel: (403) 329-5500

Casrin International Inc.
North York
Tel: (416) 748-9500

Chai Kosher Poultry Inc.,
Toronto, Ontario
Tel: (416) 462-1313

Enroute Imports Inc.
Concord, Ontario
Tel: (905) 738-8611

Hahamovitch Kosher
Montreal
Contact: Mr. Michael Zimman
Tel: (514) 334-4750
Fax: (514) 334-4385

Jerusalem Pita
Downsview, Ontario
Tel: (416) 398-398-7900

Kofman Barenholtz Foods, Ltd.
Concord, Ontario
Tel: (905) 669-5393
Fax: (905) 669-5393
info @kofbar.com
Products: grocery, frozen foods,
dairy products

Kwinter Packers Ltd.,
Toronto, Ontario
Tel: (416) 243-3447

L&M Bakers Supply Co.
Downsview, Ontario
Tel: (416) 665-3005

Lenchner Bakery Inc.
Concord, Ontario
Tel: (905) 738-8811

Tel: (416) 782-6997

Marcee's Sweets
Toronto, Ontario
Tel: (416) 694-5811

Marvin Poultry Packers Canada,
Inc.
Montreal, Quebec
Tel: (514) 321-8376
Fax: (514) 329-4568

Middle East Nutritious Food
Corp Haddad Bakery
Concord, Ontario
Tel: (416) 661-2075

Smoked Fish Factory
Weston, Ontario
Tel: (416) 745-4323

Stroli's Strictly Kosher Foods
Toronto, Ontario
Tel: (416) 789-5333

Toronto Bagel Ltd.,
Downsview, Ontario
Tel: (416) 398-7900

Web sites:

Kosher Agencies

The Kashruth Council of Toronto publishes a list of establishments under its supervision. The list includes: bakeries, butcher shops, restaurants, delicatessens and takeout services, kosher food stores and catering establishments, and airline meal service companies. The web address is www.koshermall.com/cor.htm

FAS on the Web:

Visit the USDA Foreign Agricultural Service home page at www.fas.usda.gov for a complete selection of FAS' worldwide agricultural reporting.

FAS/Ottawa e-mail: usagr@istar.ca



Kosher Foods

Market Brief for Mexico

Market Overview

Mexico's kosher food sector is dynamic and growing, although much smaller than mainstream food sectors. There are perhaps as many as 100,000 consumers of kosher food products in Mexico, of which the Jewish community comprises the largest segment. The size of the Jewish community in Mexico is around 45,000, with 40,000 in Mexico City, 3,000 in Guadalajara, and around 2,000 in Monterrey. The population of the Jewish community has been stable over the last few years and is not expected to grow significantly in the future.

Orthodox Jews, who comprise about 10 percent of the Jewish community, are the main consumers of kosher products. They follow strict kosher laws. Another large group of the Jewish community observes kosher laws in their homes, but not in public. Much of the Jewish community generally consumes kosher products during religious holidays such as Passover, Rosh Hashana, and Yom Kippur.

The Mexican Jewish community is divided in two major groups, by geographic origin. The Ashkenazim are descended from émigrés from Poland and Russia, and comprise around 60 percent of the Jewish community in Mexico. The Sefaradim originate from the Middle East (principally from Turkey, Lebanon, and Syria,) and account for the remaining 40 percent of Mexico's Jewish community. In general, the Sefaradim tend to be the more traditionally orthodox of the two groups.

Apart from the Jewish community, there is a large and growing group of consumers who purchase kosher products for quality and sanitary reasons. Some hotels and restaurants also purchase kosher products for quality reasons, besides providing banquets for the Jewish community. Also, many individuals in Mexico's Muslim community follow halal requirements (which are similar to kosher requirements) and may accept kosher products.

According to trade contacts, the food service and catering services are the two segments with the best growth potential for kosher products.

Retail and Institutional Sales

Supermarkets in predominantly Jewish neighborhoods in Mexico City such as Polanco, Tecamachalco, Interlomas, and Lomas de Chapultepec normally feature a kosher section for meat, poultry, dairy products, and some processed foods, especially during Passover.

Moreover, processed kosher products are frequently found in specialty kosher delicatessens and Jewish "mom and pop" stores. A list of these stores can be found at the end of this report. Prices of kosher products are generally 15 to 50 percent higher than those of non-kosher products. However, there are certain kosher items, such as cheeses, that actually may be lower in price than standard cheeses, since agreements are sometimes made with the manufacturers to standardize prices.

The main imported kosher food brands in Mexico are:

Grocery Items	Kedem, Haddar, Lieber's, Unger's
Wines, liquors and juices	Kedem, Matzo, Carmel, Manischewitz, Osem, Bartenura
Desserts	Rich's
Dairy products	Lyncott, Kraft
Poultry products	Empire

Two kashrut committees are authorized to provide kosher certification to products in Mexico. They work closely with manufacturers of all types of consumer-ready products to ensure that their products meet the strict

standards mandated by Jewish dietary law, thereby allowing them to be sold as kosher certified products. This is the case for brands such as Kellogg's, Sabritas, Coca-Cola, Pepsi-Cola, McCormick, Hellman's, Heinz, Hérdez, Nestlé, Bimbo, Maizoro, Gerber, La Costeña, Máfer, Del Monte and Del Fuerte, and for various beers such as Corona, Tecate, and many more.

For meat production, kosher certifying organizations have arranged with Mexican slaughterhouses to perform kosher slaughter in a separate area of the slaughterhouse, under the supervision of a rabbi, to obtain kosher beef. Strict inspections are performed by the kashrut committees in every manufacturing facility to ensure the quality of the products to be able to certify them accordingly.

Some 12 to 15 kosher caterers operate in Mexico City. They normally obtain their products from the distributors and importers mentioned at the end of this report, as opposed to importing products themselves. Contact information on the major kosher caterers in Mexico City is included at the end of this report.

Demand for kosher foods has increased over 30 percent over the past 5 years because of the many bar mitzvahs, weddings, and religious holidays celebrated by the Jewish community. While many individuals in the Jewish community do not strictly observe kosher laws, they do expect kosher products to be served during celebrations and religious holidays, a fact that has led to growth in the number of kosher caterers.

Domestic Production

Around 90 percent of fresh kosher products--such as meat and poultry--are produced in Mexico. Likewise, most canned and frozen products are also produced locally. However, a significant quantity of kosher foods is imported from the United States, although the origin of the product may be either the United States or Israel. The United States is the number one foreign supplier of kosher foods to the Mexican market.

During important religious holidays, especially Passover and Rosh Hashana, many kosher products sold in Mexico are imported. Every retail

store in Jewish communities prepares itself for these special occasions. After these holidays end, these stores return to selling domestically produced kosher foods.

Promotion

The marketing of kosher food products is a two-step process: the first step is to obtain kosher certification, and the second step is to reach the kosher consumer through press releases and advertisements in the Jewish media.

The kosher consumer is normally brand-loyal, interested in quality, and well-read. Consequently, most kosher consumers are targeted by the print media with kosher product news and advertisements.

Many leading food manufacturers use the certification symbols to better place their products in the market. Some food retailers in large Jewish communities give priority to kosher-endorsed brands when allocating critical shelf space.

The best way to promote kosher products in Mexico is through religious organizations and speciality distributors and caterers. Advertising in Jewish newspapers is one of the most common promotional tools. There are currently around 10 to 12 Jewish publications, including newspapers and magazines, in Mexico City. Each community has its own publications and all of them have kosher food sections. See the list of major Jewish communities in Mexico at the end of this report for more information on their publications.

Many Mexican supermarkets such as Wal-Mart, Superama, Aurrerá, Carrefour, Gigante, and Comercial Mexicana in Mexico City, as well as other large retail chains in northern Mexico such as Soriana and Casa Ley, have kosher food sections that would be ideal for promotional activities.

Market Constraints

The Jewish community was initially very concerned about Mexico's new labeling requirements because of its impact on imported products. Early in 1996, the Dirección General de Normas (DGN), the Mexican government body that controls product standards, announced two new regulations that affect product packaging. A NOM is a Mexican product

standard regulation. NOMs 050 and 051 provide the basis for Spanish labeling standards on all consumer products sold in Mexico. NOM-050 is the general labeling standard, while NOM-051 applies specifically to food and beverage products.

According to the new regulations, labels for imported processed products must be in Spanish, although they may be in another language as well. If the label is bilingual, the Spanish writing must be the same size as that of the other language. Many kosher importers were worried that the size of the market in Mexico did not warrant the expensive process of translating labels into Spanish, and at that time the Jewish community petitioned the Mexican government to keep the labels in English. Although unsuccessful, kosher food exporters realized that there was enough market demand for their products in Mexico to make the necessary adjustments to export their goods.

For more information on Mexican import guidelines, please contact the U.S. Agricultural Trade Office (ATO) in Mexico City. The address is Jaime Balmes No. 8-201, Col. Los Morales Polanco, 11510 Mexico, D.F.; Tel: (011) 525-280-5277 and (011) 525-280-5291; Fax: (011) 525-281-6093.

Contacts List

Organization	Contact	Address	Telephone/Fax
<i>U.S. GOVERNMENT</i>			
U.S. Agricultural Trade Office	Chad Russell Director	Jaime Balmes No. 8-201 Col. Los Morales Polanco 11510 México, D.F.	Tel: (525) 280-5291 280-6588 Fax: (525) 281-6093
<i>MEXICAN GOVERNMENT</i>			
Dirección General de Calidad Sanitaria de Bienes y Servicios (SSA)	Dr. Jose Meljem Director	Donceles No. 39 Col. Centro 06010 Mexico, D.F.	Tel: (525) 521-3232 D.L. 521-3050 Fax: (525) 512-9628
<i>IMPORTERS/DISTRIBUTORS/CATERERS</i>			
Comercializadora Yarden	Importer	Vainilla No. 234 Col. Granjas Mexico 08400 México, D.F.	Tel: (525) 657-0191 657-0122 Fax: (525) 657-1656
Tecnologias Narciso, S.A. de C.V.	Importer	Tamaulipas No. 150, p. 20 Col. Condesa 06140 México, D.F.	Tel: (525) 211-2200 Fax: (525) 212-0026
Ital Kosher	Importer	Emilio Castelar No. 185 Col. Polanco 11560 México, D.F.	Tel: (525) 281-4185 Fax: (525) 282-2567
Shoulys Candies	Importer	Julio Verne No. 38 Col. Polanco 11560 México. D.F.	Tel: (525) 280-5714 280-5703 Fax: (525) 282-1939
Dibo Amiga	Distributor	Atlaltunco No. 70 Col. Tecamachalco México, D.F.	Tel: (525) 294-7337 Fax: (525) 280-7626
Kipe y Cosas	Distributor	Atlaltunco No. 101-A Col. Tecamachalco México, D.F.	Tel: (525) 294-4975 Fax: (525) 293-1959

Koshertel	Distributor	Bernanrd Shaw No. 44 Col. Polanco 11540 México, D.F.	Tel: (525) 280-2753 Fax: (525) 280-1061
Productos Becky Cohen	Distributor	Homero No. 1911-202 Col. Los Morales Polanco 11510 México, D.F.	Tel: (525) 557-9691
Super Emet	Distributor	Homero No. 1212 Col. Los Morales Polanco 11510 México, D.F.	Tel: (525) 255-3850 255-3800 Fax: (525) 254-5846
Corp. New York Deli & Bagels, S.A. de C.V.	Distributor	Av. Revolucion No. 1321 Col. Tlacopac San Angel 01040. Mexico, D.F.	Tel: (525) 651-0100 Fax: (525) 651-0409
Gastronomía Mosaica, S.A. de C.V.	Distributor	Homero No. 1604 Col. Los Morales Polanco 11510 México, D.F.	Tel: (525) 280-0212
Elvio Frydman	Caterer	Fuente de la Huerta No. 22 Col. Tecamachalco Estado de México	Tel: (525) 596-0339 Fax: (525) 596-0360
Weintrab	Caterer	Golfo de California No. 27 Col. Tacubaya México, D.F.	Tel: (525) 399-2858 Fax: (525) 527-5867
Consejo Comunitario Ashkenazi		Edgar Alan Poe No. 236 Col. Polanco 11550 México, D.F.	Tel: (525) 250-4248 250-8257 Fax: (525) 250-4287
<i>RELIGIOUS INSTITUTIONS</i>			

Maguen David, A.C.		La Fontaine No. 229 Col. Polanco 11560 México, D.F.	Tel: (525) 203-9964 Fax: (525) 255-1739
Centro Deportivo Israelita		Av. M. Avila Camacho 620 Col. Lomas de Sotelo 11620 México, D.F.	Tel: (525) 557- 3000
Monte Sinai		Fuente de San Sulsticio 16 Col. Tecamachalco 53950 Naucalpan, Edo. de Mexico	Tel: (525) 294- 8617 Fax: (525) 294-8617



Kosher Foods

Market Brief for the United Kingdom

Summary

Although small, the kosher food market in the United Kingdom (U.K.) presents opportunities for U.S. products. The best market opportunities lie in servicing the Jewish communities at a local level with quality, shelf-stable products. British kosher consumers are following the established consumer trends toward convenience products, healthy alternatives, and organic products. USDA believes they would like to buy exciting, great tasting kosher products.

Market Overview

According to the most recent figures from the Board of Deputies, in 1995 the Jewish community comprised 285,000 people. Trade sources show that the Jewish population likely has fallen below 250,000.

Jews in the United Kingdom live mainly in the London area. In the past decade, Jewish communities in Manchester, Leeds, Glasgow, Brighton, Birmingham, Liverpool, and Southend have declined. London and the Home Counties now account for 72 percent of U.K. Jewry.

The largest market for U.S. kosher products lies predominately in the Northern London/Hertfordshire area. The Jewish communities have gradually moved from their traditional London East End district of Ilford

to Golders Green, Finchley, Hendon, Kenton, Edgware, Stanmore, Bushey, Borehamwood, and Radlett.

There are also more than 2 million Muslim consumers in the United Kingdom--a community that is growing. Trade sources think that some Muslims may find it acceptable to consume kosher foods. At this time, there is no information to indicate what percentage may accept kosher food. Trade sources report that vegetarians in the United Kingdom look for kosher food as they know that they can trust the "parve" labeling to guarantee no meat or dairy content. Vegetarians are growing in numbers in the United Kingdom. According to a 1997 Realat Gallup Survey, there are now more than 3 million vegetarians in the United Kingdom. This figure is a dramatic 20-percent increase over a poll conducted in 1995.

Still, the actual size of the existing market is small and growth is relatively slow. In the short term, U.S. companies will find it difficult to sell large volumes of products without undertaking considerable consumer education. The U.K. general population is not familiar with various kosher certification symbols. This can be addressed by an aggressive marketing strategy.

As for market entry, most opportunities lie in servicing the Jewish communities at the local level with quality, shelf-stable products. U.K. kosher consumers are following the established U.K. consumer trends toward convenience products, healthy alternatives, organic products, etc., and would like to buy exciting, great-tasting kosher products. This represents opportunities for snack foods, cookies, sauces, dips, breakfast cereals, soft drinks, and other grocery items that would appeal to a sophisticated consumer. There is also a market for kosher wines, particularly for mainstream grape varietals that are showing much more growth than the sweet dessert wines.

Opportunities also exist for "made-to-order" U.S. products, designed to specifications. Some Israeli manufacturers are already doing this.

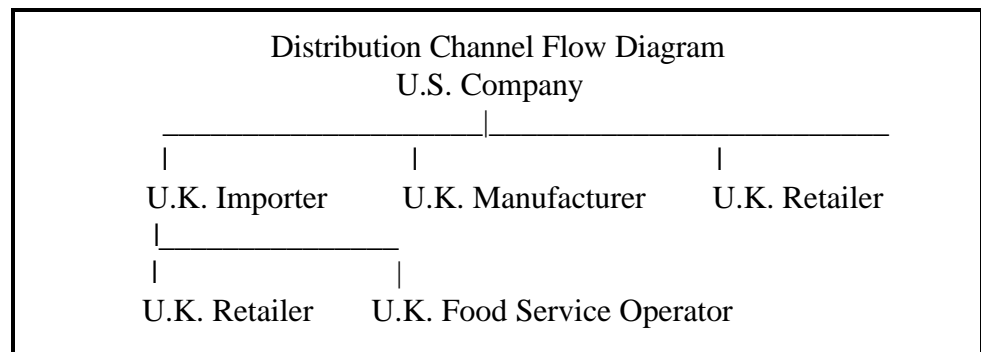
All U.S. kosher certification symbols are accepted in the United Kingdom, with the Union of Orthodox Jewish Congregations of America (OU) symbol being the most familiar to U.K. consumers. Certification acceptance may vary with the individual consumer.

There are several points to consider concerning this market:

Advantages	Challenges
U.S. products that are not already available as kosher-supervised in the United Kingdom can be of special interest	Small size of the market
U.K. food manufacturing base is small, so domestic prices tend to be high. Efficient U.S. producers may be price competitive.	U.K. import regulations, import duties, and quotas, particularly on meat, poultry, and dairy may offset a U.S. price advantage
Trade sources show that overall, U.K. consumers prefer taste of U.S. products to Israeli products	Public concern and U.K. labeling regulations as pertains to Genetically Modified Organisms

Market Sectors

The following graphic illustrates the distribution system for food products:



Retail Sector

The majority of kosher products sold at retail level are sold through independent stores located in the heart of the Jewish community. These stores obtain their product from U.K. manufacturers, U.K. importers, or directly from the United States or competitor country suppliers.

The remaining kosher retail sales are through the large U.K. multiple supermarkets. These are a considerable force in mainstream U.K. retailing, with the top 10 chains accounting for around 70 percent of all U.K. retail grocery sales. All U.K. retail chains will have a number of

stores that have a kosher food fixture. To illustrate, the U.K.'s largest retailer, Tesco, has 650 stores. Of these, around 25 have kosher fixtures. The location of stores that will have kosher lines is determined by the demand from any local Jewish population.

All U.K. retailers see increases in sales of kosher products during the four main Jewish holiday seasons, particularly around Passover. As a result, retailers purchase special products, even substituting these for normal lines, during this time. Passover may represent an opportunity to test-market a particular U.S. product so as to obtain a permanent listing.

Sample Retail Prices-- taken from a Waitrose supermarket September 6, 1999.

Product	Weight	Price in U.K. Pounds
Dry soup mix	150g	0.89
Canned soup	400g	0.56
Shredded beets	946ml	1.75
Stock cubes	45g	0.43
Pickled cucumber	560g	1.19
Matzo ball mix	84g	0.89
Falafel mix	90g	0.68
Farina potato flour	500g	1.09
Sesame halva vanilla	100g	0.45
Egg noodles	250g	0.96
Macaroni	250g	0.86
Toasted coucous	250g	0.96
Toasted farfels	250g	0.96
Tomato soup	396g	0.59
Matzo crackers	150g	0.72
Tomato paste	100g	0.37
Plain cookies	200g	0.79
Sesame crackers	250g	0.88
Wheaten matzos	150g	0.75
Fine matzo meal	375g	0.99

For further information see the list of independent U.K. kosher retail outlets in the contact list below. A report giving more information on the U.K. retail trade will be available from the London office of USDA's Foreign Agricultural Service office at the end of November 1999.

Currently a listing of U.K. supermarket chains can be found at www.fas.usda.gov in the U.S. Market Information Report of August 1998. The London Beth Din web site lists its certified delicatessens and “take aways” or carry outs, in London area at www.kosher.org.uk

Hotel and Restaurant Industry (HRI)/Food Service Sector

There is a small market for kosher meals in all branches of U.K. food service. For most mainstream operators, preparing kosher products on-site is not cost-effective. Generally, kosher meals are bought in frozen from specialized suppliers, or a "non-offensive acceptable meal" is provided, such as a vegetarian dish.

Frozen meals provided by licensed suppliers are usually in specialized protective plastic or foil containers. They are labeled, taped with tamper-proof seals, and coded with kosher licence details that meet kosher, food hygiene, and labeling regulations. These meals are supplied to hospitals, schools, restaurants, and hotels for functions with kosher-observant guests.

There are around 15-20 kosher restaurants in the United Kingdom, with the majority located in London. To date, kosher food has not attracted the interest shown in other cuisines. This is thought to be attributable to its specialized nature and associated added costs to the consumer.

Opportunities for U.S. food service products and food ingredients for catering can be found through contact with the specialist kosher food service manufacturers shown in the HRI/Food Service list below, and through contact with U.K. kosher restaurants and the four London hotels with designated kosher sections attached to their kitchens.

Further information is available in the list of major U.K. caterers. A Market Brief that covers the mainstream U.K. food service market is available from the FAS web site at www.fas.usda.gov. Check under attache reports.

The London Beth Din web site lists its certified caterers, hotels, and restaurants in the London area at www.kosher.org.uk

Food Processing Sector

The U.K. has a number of kosher food manufacturers, a listing of which is provided below. This section also gives an indication of the products each company manufactures. There are also opportunities for U.S. companies to supply food ingredients to local producers of consumer-ready foods. Further information is available from the London Beth Din web site (see above), which lists its certified manufacturing establishments in the London area.

Key Contacts

U.K. Kosher Contacts

The London Beth Din
Court of the Chief Rabbi
Kasrut Division
735 High Road
London N12 0US
Tel: +44 20 8343 6255
Fax: +44 20 8343 6254
Email: info@kosher.org.uk
Web site: www.kosher.org.uk

Kedassia, The Joint Kashrus
Committee of England
67 Amhurst Park
London N16
Tel: +44 20 8802 6226/7 also
+44 20 8800 6833
Fax: +44 20 8809 7092

Manchester Beth Din
435 Cheetam Hill Road
Manchester M8
Tel: +44 1262 740 9711

Board of Deputies of British Jews
Commonwealth House
1 New Oxford Street
London WC1
Tel: +44 20 7543 5423/0010

Federation of Synagogues
65 Watford Way
London
NW5 3AQ
Tel: +44 20 8202 2263
Fax: +44 20 8203 0610

**British Importers of Foods
From the United States**
Poortman (London) Ltd.
Prescot House, Prescot Street
London, E1 8BB
Tel: 0171 481 2110
Fax: 0171 702 1513
Managing Director: Mr. A.
Jacobs.
Products: dried beans, lentils,
natural foods, spices, herbs,
ethnic food.
Business Type: Importers,
merchants

Eliko Food Distributors Ltd
Unit 1, 12/48 Northumberland
Park
London N17 0TX

Tel: +44 20 8801 9977
Fax: +44 20 8365 1104
Contact: Mr. E. Kohn

Eliko currently imports kosher food products from various U.S. companies. Other lines in its portfolio are frozen foods, wines, and baby foods.

Foundation Food Co Ltd
Chantry Place
Headstone Lane
Harrow
Middlesex HA3 6NY
Tel: +44 20 8420 1010
Fax: +44 20 8420 1691
Contact: Mr. Douglas Specter

When permissible, trades in kosher frozen poultry, also imports frozen pizzas.

Snowcrest Ltd
Snowcrest House
1-7 Garman Road
London N17 0UN
Tel: +44 20 8365 0000
Fax: +44 20 8808 9789
Contact: Mr. E. Maghnagi

When permissible, trades in kosher frozen and cooked whole turkey and chicken parts. Also, trades in prepared meals and lowfat frankfurters.

Tofutti U.K. Ltd
5th Floor, Congress House
Harrow
Middlesex HA1 2FD
Tel: +44 8861 4443
Fax: +44 8861 0444

Contact: Mr. Shailesh Patel

Imports a range of non-dairy premium frozen desserts, instant soups, and a full range of kosher products from a variety of U.S. companies.

Trustin Unimerchants
Lancaster Way Business Park
Ely
Cambridgeshire
CB6 3NP
Tel: +44 1353 660560
Fax: +44 1353 660539
Contact: Mr. Kenneth Mitchell

Importers From Other Than United States

Agrexco Agricultural Export Co.
Ltd
Carmel House
Clayton Road
Hayes, Middlesex, UB3 1AX
Tel: 0181 848 7788
Fax: 0181 848 1106
General Manager: Mr. G. Locker
Products: Fruits and vegetables
Business Type: Importers from Israel

Carmel Food Ltd
81 Mile End Road
London, E1 4UJ
Tel: 0171 790 5904
Fax: 0171 790 5905
Managing Director: Dr. G. Berger
Products: Kosher wines and spirits, kosher foods.
Business Type: Importers

Drumsticks Products Co.
5 Paget Road
London, N16 5ND
Tel: 0181 800 6261
Fax: 0181 809 1749
Managing Director: Mr. R.
Spitzer
Products: Kosher foods
Business Type: Importers
Nathan Frost Ltd
Unit 12 Millhead Industrial Estate
Millmead Road, Tottenham
London, N17 9QU
Tel: 0181 808 4106
Fax: 0181 801 4601
Managing Director: Mr. D. Frost
Products: Gherkins, tomato
puree, halva, herrings, olives,
onions, capers, beans and pulses,
couscous.
Business Type: Importers,
wholesalers

Honeywill & Stein Ltd.
Times House, Throwley Way
Sutton, Surrey, SM1 4AF
Tel: 0181 770 7090
Fax: 0181 770 7295
Managing Director: Mr. M.E.
Perkins
Products: Food supplements and
flavors.
Business Type: Importers,
distributors

Kippax Biscuits
King Street Bakery
King Street
Colne, Lancashire, BB8 9HU
Tel: 01282 864 198
Fax: 01282 868 891
Managing Director: Mr. R.
Farnell

Products: Kosher Biscuits.
Business Type: Importers,
manufacturers

M&B (Specialised) Confectioners
Ltd
3A Millmead Industrial Estate
Millmead Road, London, N17
9ND
Tel: 0181 801 7948
Fax: 0181 801 4663
Managing Director: Mr. G. W.
Scott
Products: Kosher glycerine.
Business Type: Importers,
distributors

Meca Foods Ltd.
Unit 1, Europa Building
Bethune Road
London, NW10 6ND
Tel: 0181 963 1038
Fax: 0181 963 1037
Managing Director: Mr. Sadi
Products: Middle Eastern foods
Business Type: Importers,
distributors

Rumplers Confectionery
Unit 14, 38-40 Upper Clapton
Road
London, E5 8BQ
Tel: 0181 806 7065
Fax: 0181 806 3845
Managing Director: Mr. E.
Rumpler
Products: Strictly Kosher
confectionery and biscuits,
general kosher foods.
Business Type: Importers,
distributors

U.K. Retail Outlets Also see
London Beth Din list on web site:
www.kosher.org.uk

Raj Superstore
7 Russell Parade
Golders Green Road
London NW11 9NN
Tel: +44 20 8455 0134
Contact: Dr. Raj Kadiwar

Country Market
136-144 Golders Green Road
London NW11
Tel: +44 20 8455 3289
Contact: Mr. Chandresh Patel

Kosher King
223 Golders Green Road
London NW11
Tel: +44 20 8455 1429

Kosher Paradise
10 Ashbourne Parade
London W11
Tel: +44 20 8455 2454

Myers Famous Kosher
410 Harrogate Road
Leeds LS17 6PY
Tel: +44 113 268 0473
Contact: Mr. Peter Myers/Mr.
Malcolm Sorkin

**U.K. HRI/Food Service
Contacts**

Hermolis (London)
Abbeydale Road
Wembley
Middlesex HA10 1AY
Tel: +44 20 8810 4321
Fax: +44 20 8810 4331

Contact: Mr. M. Lisser

Tony Page Caterers
6 Chapmans Park
378 High Road
London
NW10 2DY
Tel: +44 20 8830 4000
Fax: +44 20 8830 2000
Contact : Mr. Tony Page

M&G Caterer Contracts Ltd
13 Leylands Road
Leeds LS2 7QR
Tel: +44 113 293 5120
Fax: +44 113 293 0701
Contact: Mr. Michael
Goldberg/Mr. David Myers

Kosher Cuisine
Unit C, Colindale Business Park
Carlisle Road
London NW9
Tel: +44 20 8200 5060

U.K. Kosher Manufacturers

P. Aranovitch and Sons Ltd
2 Tapley Place, Edge Lane
Liverpool, Merseyside, L13 1AP
Tel: 0151 228 6186
Sales Manager: Mr. N. Wolfson
Products: Kosher Cooked meats,
wurst, salami, saveloys, cocktail
Viennas, pickled beef, and
brisket.
Business Type: Manufacturers

Ashley Chase Estate
The Estate Office, Parks Farm
Litton Cheney
Dorchester, Dorset, DT2 9AZ
Tel: 01308 482 580
Fax: 01308 482 608
Managing Director: Mr. C.
Littman
Products: Gruyere kosher
cheese and other cheeses.
Business Type: Manufacturers

Better Tasting Snack Foods Plc.
Units 8-12, Bridge Street
Industrial Estate
Uttoxeter, Staffordshire, ST14
8ST
Tel: 01889 567 338
Fax: 01889 562 701
Products: Vegetable crisps and
kosher products
Business Type: Manufacturers

Broom Lane Enterprises
Quality House, 73 Windsor Road
Prestwick
Greater Manchester, M25 0DB
Tel: 0161 721 4418
Fax: 0161 740 4186
Managing Director: Mr. M.
Leitner
Products: Chocolate, kosher
foods, potato snacks.
Business Type: Manufacturers

Coffee Gourmet Ltd
P.O. Box 52, 30 Holden Road
Broughton Park
Salford, Greater Manchester, M7
4PT
Tel: 0161 792 9668
Fax: 0161 708 9799
Chairman: Ms. H. Orenstein

Products: Chocolate, cocoa,
coffee, confectionery, flavors,
teas, vanilla beans, waffles, and
syrups.
Business Type: Distributors,
Manufacturers

J. Grodzinski & Daughters Ltd
170 Clapton Common
London, E5 9AG
Tel: 0181 802 4166
Fax: 0181 880 1980
Managing Director: Mr. J.
Grodzinski
Products: Kosher foods and
bakery products.
Business Type: Manufacturers

J.A. Hyman
123-129 Waterloo Road
Manchester, M8 8BT
Tel: 0161 792 1888
Fax: 0161 792 7670
Managing Director: Mr. S.
Hyman
Products: Kosher fish products
and smoked salmon. Distribution
of kosher raw and cooked meats,
French kosher dairy products.
Business Type: Distributors,
manufacturers

Macrae Foods
66 St. Peter Street
Petershead
Aberdeenshire, AB42 1QB
Tel: 01779 472 115
Fax: 01779 474 215
Managing Director: Mr. R.
Porteous
Products: Marinated herring and
peeled onions
Business Type: Manufacturers

Overseal Foods Ltd
Swains Park, Park Road
Overseal, Swadlincote
Derbyshire, DE12 6JX
Tel: 01283 224 221
Fax: 01283 222 006
Managing Director: Mr. J. R.
Handley
Products: Natural colours for
food products and kosher foods.
Business Type: Manufacturers,
suppliers

W. Simons & Son
389 Burnt Oak Broadway
Edgware
London, HA8 5TX
Tel: 0181 905 6611
Fax: 0181 905 6622
Managing Director: Mr. R.
Simmons
Products: Israeli and kosher
foods
Business Type: Manufacturers,
packers

Sova Foods Ltd.
1 Garnham Street
London, N16 7JA
Tel: 0171 249 0862
Fax: 0171 502 0272
Managing Director: Mr. H.
Greenberg
Products: Pasta, peanut butter,
jam.
Business Type: Distributors,
manufacturers

Tropical Foods Ltd.
7 Stafford Road
Birmingham
W. Midlands, B21 9DT
Tel: 0121 554 4343

Fax: 0121 554 4343
Managing Director: Mr. B. S.
Bhandal
Products: Continental foods.
Business Type: Distributors

**Local U.K. Government
Organizations** Also see the
U.K. Food and Agricultural
Import Regulations and
Standards (FAIRS) Report
#U.K.9036)

Ministry of Agriculture, Fisheries
and Food (MAFF)
Ergon House, c/o Nobel House
17 Smith Square, London SW1P
3HX
Tel: 011 44 207 238 6000
Fax: 011 44 207 238 6591
E-MAIL:
helpline@inf.maff.gov.uk
Web site: [_www.maff.gov.uk](http://www.maff.gov.uk)

Ministry of Agriculture, Fisheries
and Food
Veterinary Services Division
Hook Rise South
Tolworth, Surbiton
Surrey KT6 7NF
Tel: 011 44 20 330 4411
Fax: 011 44 20 8337 3640

HM Customs and Excise
Portcullis House
27 Victoria Avenue
Southend on Sea
Essex SS2 6AL
Tel: +44 1702 366077
Fax: +44 1702 367342
Web site: www.hmce.gov.uk

